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To: Commissioner for Patents for Examiner Nicholas J. Klm Group Art Unit 3622	Facsimile No.: 571/273-8300
From: Michele Morrow Legal Assistant to Francis Lammes	No. of Pages Including Cover Sheet: 17
Message: Enclosed herewith: <ul style="list-style-type: none">• Transmittal Document; and• Response to Office Action.	
Re: Application No. 09/766,357 Attorney Docket No: RSW920000110US1	
Date: Monday, December 19, 2005	
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Moore

Serial No.: 09/766,357

Filed: January 19, 2001

For: Automated and Optimized Mass
Customization of Direct Marketing
Materials

37945

PATENT TRADEMARK OFFICE
CUSTOMER NUMBER

Group Art Unit: 3622

Examiner: Kim, Nicholas J.

Attorney Docket No.: RSW920000110US1

Certificate of Transmission Under 37 C.F.R. § 1.8(a)I hereby certify this correspondence is being transmitted via
facsimile to the Commissioner for Patents, P.O. Box 1450,
Alexandria, VA 22313-1450, facsimile number (571) 273-8300
on December 19, 2005.

By:


Michele MorrowTRANSMITTAL DOCUMENTCommissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

ENCLOSED HEREWITH:

- Response to Office Action.

No fees are believed to be required. If, however, any fees are required, I authorize the Commissioner to charge these fees which may be required to IBM Corporation Deposit Account No. 09-0457. No extension of time is believed to be necessary. If, however, an extension of time is required, the extension is requested, and I authorize the Commissioner to charge any fees for this extension to IBM Corporation Deposit Account No. 09-0457.

Respectfully submitted,

Francis Lammes
Registration No. 55,353
Agent for ApplicantDuke W. Yee
Registration No. 34,285
Attorney for ApplicantYEE & ASSOCIATES, P.C.
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Dallas, Texas 75380
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By:

Michele Morrow
Michele Morrow**RESPONSE TO OFFICE ACTION**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

No fees are believed to be required. If, however, any fees are required, I authorize the Commissioner to charge these fees which may be required to IBM Corporation Deposit Account No. 09-0457. No extension of time is believed to be necessary. If, however, an extension of time is required, the extension is requested, and I authorize the Commissioner to charge any fees for this extension to IBM Corporation Deposit Account No. 09-0457.

In response to the Office Action dated September 26, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.